



THIRTY SEVEN EAST

## JC (Jean-Christian) AGID



**JC Agid** is the founder of **37EASTPR**, a communication and business development agency based in the United States. He is also a trustee on the Advisory Board of the American Friends of the Paris Opera.

37EASTPR **represented** (business development & public relations) the [Women's Forum for the Economy & Society](#) in North and Latin America from 2007 to 2017. It has also contributed to the development and the management of the **Women's Forum Brazil** (2012-2014) and the [Women's Forum Mexico](#) (2016 -2017). The company helped develop the official Brazilian (2011), Mexican (2014) and Canadian (2016) delegations to the Women's Forum Global Meeting, and delegations from South Africa, Colombia, Cuba and Canada to the Women's Forum in Brazil and Mexico. 37EASTPR has also been a consultant for both editions of the Women's Forum Myanmar (2013 and 2014) and the Women's Forum Asia (2008).

37EASTPR has developed **strategic communications** for American and French corporations, including a **media placement** component in American, Asian, Brazilian, French, and Mexican media for CEOs and clients' initiatives. Finally, 37EASTPR has developed **networking and PR events**, most recently for clients such as **Solera Capital**, **Valmont**, **Hotel Plaza Athénée in New York**; **Live Nation France for singer Patrick Bruel**; **Women's Forum for the Economy & Society**; and **Cartier** for its **Women's Initiative Award** in Mexico City.

Clients have included the [Women's Forum for the Economy & Society](#) (Annual Women's Forum Global Meeting in Deauville, France 2007-2016; Women's Forum Asia 2008; Women's Forum Brazil 2012-2013-2014; Women's Forum Myanmar 2013-2014; Women's Forum Mexico 2016 and 2017); [Air France/KLM](#); [American Friends of the Cité du vin](#); [American Friends of Blérancourt](#); [American Friends of the Paris Opera & Ballet](#); [Areva](#); City of Le Cannet in France – [Bonnard Museum](#); [Emmanuelle G. Contemporary Art](#); Euro RSCG; [the Family Business Network](#); France Publishing; the [French Institute-Alliance Française](#); [Mourlot Editions](#); the [Plaza Athenee New York](#); L'Avion, [OpenSkies](#); [Sodexo](#); [Solera Capital](#); [Source Music](#); [Vranken Pommery America](#); [Women In Innovation forum](#); [France Amérique](#) and [French Morning](#).

Prior to founding 37EASTPR, JC Agid was in charge of Media and Public Relations for the [French Embassy's Cultural Services in the United States](#) and handled the promotion of top executives, government members, and French artists. A former journalist, he worked as a foreign correspondent in New York for several French leading broadcasting companies, newspapers and magazines, as well as for CBS News Productions in the United States. He also co-authored French chef Alain Ducasse's book on the best food products in America: [Harvesting Excellence](#) (Assouline).

JC Agid holds a Master's Degree in journalism from Columbia University in New York, a diploma from L'Institut Français de Press and a Maîtrise (BA) in Business and Tax Law from Paris 2 University Panthéon-Assas. He is a **Fulbright Scholar** (1997-1998) and the **1998 Henry N. Taylor Award Recipient** (Columbia University's Journalism School).

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